

Technology of Voice Commerce in E-Commerce

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Abstract: Voice commerce - is a technology based on artificial intelligence which helps to do shopping just with costumer's voice and a smart device like a mobile phone or smart speaker. Conversational AI simplifies everyday tasks. For retailers, that means consumers can use their voice to find the item they need, make an order, pay for it, track it, and leave feedback when it arrives. Later, they can use purchase history to reorder their products. And it works both for online and physical shops. Voice activated shopping has become very popular and well liked even before 2022.

Keywords: Voice commerce, technology, artificial intelligence

Voice search, also called voice-enabled, allows the user to use a voice command to search the Internet, a website or an app. Although Voice Commerce is still rather new to users, voice search has been around for quite some time. Various search engines and applications have used it but mostly only for searching using voice. Voice assistants can take various forms of in-place and mobile devices such as Bluetooth speakers (e.g., Amazon Echo) or built-in software agents for smartphones and computers (e.g., Apple Siri). With over 70 million U.S. owners, in-home voice assistants currently see a faster adoption rate than smartphones and tablets. Their most popular functions are playing music, controlling smart home appliances, providing weather information, answering general knowledge questions, and setting alarms. However, from a commercial standpoint, digital assistants represent a novel touchpoint that allows for new forms of interaction between consumers and brands. According to Global Market Insights, by 2024, global smart speaker sales will surpass \$30 billion. Customers choose to use this method more and more often, but let's not forget that it's not essential to own smart speakers to use voice technology in online shopping. That's why voice commerce is expected to become a top one trend in e-commerce in the coming years.



As voice assistants become better at learning consumer preferences and habits, they will increasingly influence consumer behaviors. In doing so, VAs may assume a central relational role in the consumer market and progressively mediate market interactions. These fast-changing market dynamics within the context of voice shopping may have a severe impact on consumer brands and retailers. Loss of brand visibility, the increased relevance of retailers' private labels, and the growth in advertising costs are just some of the consequences anticipated by marketing and technology

experts. In light of these potential dynamics, researchers are called to study the interplay between consumers, brands, and retailers' behaviors in response to "machine behaviors". Providing structure and guidance to researchers and marketers in order to further explore this emerging stream of research is fundamental.

Functional characteristics of voice assistants

Unique from other consumer applications, voice assistants can converse with users naturally, interpret and handle requests contextually, expand their knowledge, and learn from mistakes. Natural conversation represents the main difference in this new communication channel. Voice assistants are built to mimic human-to-human interactions. Similar to interpersonal relationships, VAs react to the interlocutor when their name is

called voice assistants can “memorize” relevant facts from previous conversations, giving a sense of continuity from past interactions. Also, they assume a persona and refer to themselves as “I.” For instance, when asking Google Home, “Okay Google, what do you think about Alexa?” the answer is, “I like her blue light.” voice assistant’s ability to naturally dialog with users as well as the sense of “spontaneity” that originates from unexpected answers can facilitate the emergence of closeness feelings.

Monthly Active U.S. Smart Speaker Voice Commerce Users

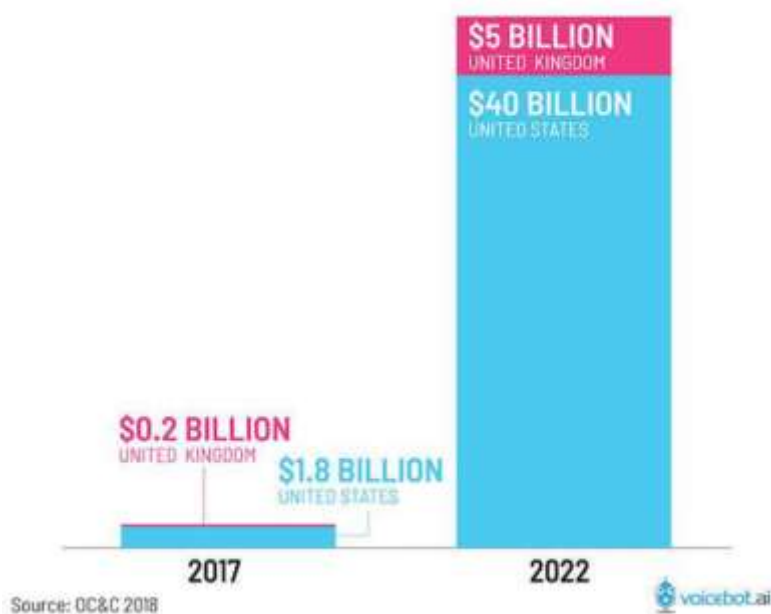


Benefits of Voice Commerce

Fast
Telling voice commands is way faster than typing. In fact, buying via voice can take less than a minute. This is currently the fastest way to do shopping. It applies in case of e-commerce apps and websites that offer customers the opportunity to buy through voice commerce, of course.



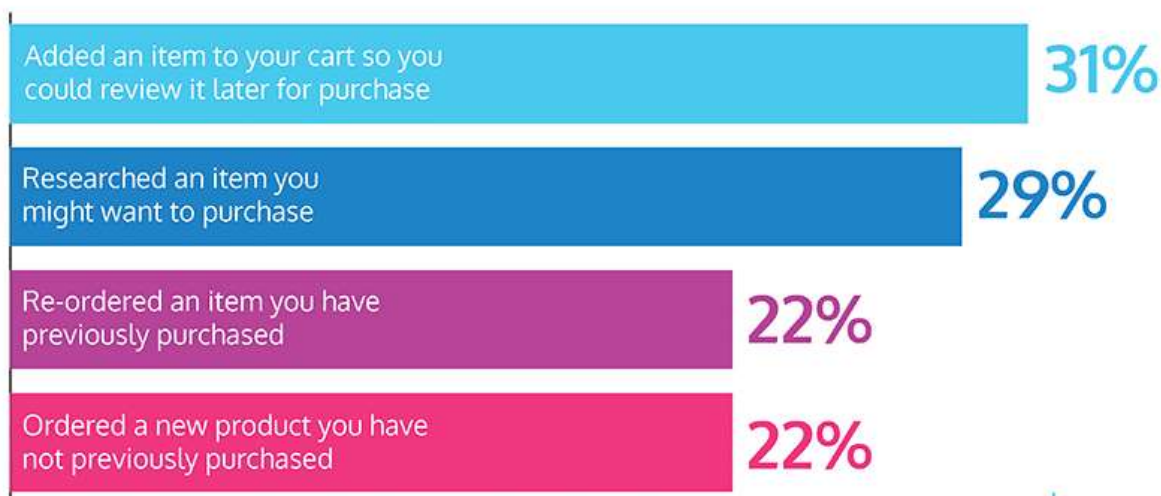
Voice Commerce Sales 2017, 2022 in U.S. & U.K.



Convenient

The voice assistant will help to get through the shopping process. It's still impossible to browse different products in stores without looking at the screen, but buying with voice commands is still way more convenient than using the classic methods. It can be used while cooking, doing laundry, assembling furniture, laying in bed and much more.

1 IN 5 SMART SPEAKER OWNERS USE VOICE COMMERCE



Source: Edison Research Smart Audio Report



Personalized

The voice assistant is often able to guess the product the customer wants to purchase. Companies use the data from previous purchases and improve the overall shopping experience by offering products that interest their customers. That makes buying using voice even faster and more convenient for customers.

Secure

Payment systems are external solutions. This means that payment security in voice commerce works on the same principle as for other e-commerce and m-commerce shops. These systems are integrated on each platform in such a way that the provider is responsible for their security. So there is nothing to worry about whether a shop has taken care of a secure payment.

Conclusion

At this point, voice shopping has proven that it's not just a passing trend. Industry leaders are investing big bucks in voice AI technology, and where they go, the entire retail industry follows. Rather than replacing sales channels, voice interact will be integrated into online retail, apps, and other services. With market leaders, such as Amazon and Google, moving quickly to adopt voice as another channel, it's unlikely that a major online retailer will suffer a Sears-like collapse. Smaller retailers should pay close attention to voice-assisted technologies and how much resources major retailers are pouring into them. It could become a threat to smaller retailers who fail to adapt.

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